

EXHIBIT P

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[Previous Page](#)

[Next Page](#)

You are currently on page 1 of 2



PTO Form 1478 (Rev 9/2006)

OMB No. 0651-0009 (Exp 12/31/2008)

Trademark/Service Mark Application, Principal Register

Serial Number: 77911002

Filing Date: 01/13/2010

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77911002
MARK INFORMATION	
*MARK	iXL
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	iXL
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	MATTEL, INC.
*STREET	333 CONTINENTAL BOULEVARD
INTERNAL ADDRESS	M1-1518
*CITY	EL SEGUNDO
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	90245
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware

EX. P-2

GOODS AND/OR SERVICES AND BASIS INFORMATION

*INTERNATIONAL CLASS	009
*IDENTIFICATION	COMPUTER SOFTWARE FOR USE WITH CHILDREN'S HANDHELD LEARNING SYSTEM
FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	028
*IDENTIFICATION	CHILDREN'S EDUCATIONAL TOYS AND DEVICES, NAMELY, HANDHELD LEARNING SYSTEMS FEATURING INTERACTIVE DIGITAL BOOKS, GAMES, ART ACTIVITIES, MUSIC PLAYERS, WRITING TOOLS AND PHOTO ALBUMS
FILING BASIS	SECTION 1(b)

ATTORNEY INFORMATION

NAME	DONALD AIKEN
FIRM NAME	MATTEL, INC.
STREET	333 CONTINENTAL BOULEVARD
INTERNAL ADDRESS	M1-1518
CITY	EL SEGUNDO
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	90245
PHONE	310-252-5912
OTHER APPOINTED ATTORNEY	MICHAEL MOORE, IRENE CHONG

CORRESPONDENCE INFORMATION

NAME	DONALD AIKEN
FIRM NAME	MATTEL, INC.
STREET	333 CONTINENTAL BOULEVARD
INTERNAL ADDRESS	M1-1518
CITY	EL SEGUNDO
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	90245

EX. P-3

PHONE	310-252-5912
FEE INFORMATION	
NUMBER OF CLASSES	2
FEE PER CLASS	325
*TOTAL FEE DUE	650
*TOTAL FEE PAID	650
SIGNATURE INFORMATION	
SIGNATURE	/donald b. aiken/
SIGNATORY'S NAME	DONALD AIKEN
SIGNATORY'S POSITION	ATTORNEY OF RECORD
DATE SIGNED	01/13/2010

EX. P-4

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2008)

Trademark/Service Mark Application, Principal Register

Serial Number: 77911002

Filing Date: 01/13/2010

To the Commissioner for Trademarks:

MARK: iXL (Standard Characters, see mark)

The literal element of the mark consists of iXL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, MATTEL, INC., a corporation of Delaware, having an address of

M1-1518,
333 CONTINENTAL BOULEVARD
EL SEGUNDO, California 90245
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: COMPUTER SOFTWARE FOR USE WITH CHILDREN'S
HANDHELD LEARNING SYSTEM

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 028: CHILDREN'S EDUCATIONAL TOYS AND DEVICES, NAMELY,
HANDHELD LEARNING SYSTEMS FEATURING INTERACTIVE DIGITAL BOOKS,
GAMES, ART ACTIVITIES, MUSIC PLAYERS, WRITING TOOLS AND PHOTO ALBUMS

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant hereby appoints DONALD AIKEN and MICHAEL MOORE, IRENE CHONG of
MATTEL, INC.

M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, California 90245
United States

to submit this application on behalf of the applicant.

Correspondence Information: DONALD AIKEN

MATTEL, INC.
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, California 90245
310-252-5912(phone)

EX. P-5

A fee payment in the amount of \$650 has been submitted with the application, representing payment for 2 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /donald b. aiken/ Date Signed: 01/13/2010

Signatory's Name: DONALD AIKEN

Signatory's Position: ATTORNEY OF RECORD

RAM Sale Number: 757

RAM Accounting Date: 01/14/2010

Serial Number: 77911002

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EX. P-6